

SEE
COYNE
FOR FURNITURE
Young Building

New York Dress Co.
Ladies and Gentlemen Tailors.
1308 Union St., nr. Hotel St.

DIAMONDS
FINE QUALITY—
LOW PRICES
CULMAN'S

H. MIYAKE
Oriental Art Goods
Fort, above Beretania

Toyo Panamas
For Men, Women and Children.
K. UYEDA,
1023 Nuuanu St.

DEVELOPING
PRINTING : ENLARGING
Best in the City.
Honolulu Picture Framing &
Supply Co.

Y. TAKAKUWA & CO.
Limited.
"NAMCO" CRABS, packed in
Sanitary Cans, wood lined.
Nuuanu St. near King St.

The Waterhouse Co., Ltd.
Underwood Typewriters.
YOUNG BUILDING.

HAPPY NEW YEAR TO
YOU ALL!
SWEET SHOP!

SERVICE—SATISFACTION
SAFETY
Bever's Merchant Patrol
1007 Alakea St.
Office Phone 2315 Res. Phone 1051

FURNISH YOUR HOME RIGHT
By fitting it throughout with our
dependable electric fixtures.
ELECTRIC SHOP
Phone 4344 1185 Fort St.

JORDAN'S
DRY GOODS
Fort St.

Honolulu Music Co.
Everything Musical
Fort, next to the Clarion

OFFICE SUPPLIES—
STANDARD BRANDS
ARLEIGH'S
on Hotel St.

H. HACKFELD & CO.
Limited
Commission Merchants
HONOLULU

PURE ISLAND MILK AND
CREAM.
Honolulu Dairymen's Assn.,
4676—Phone—1542

Classy
Collegian
clothes at the
CLARION.

MOVING
To Love Bldg., 1144-1146 Fort Street.
Under New Management.
BAILEY FURNITURE CO.

Sachs for
Dry Goods

HOTEL STEWART
SAN FRANCISCO
Heavy Street, just off Union Square
European Plan \$1.50 a day up
Breakfast 50c Lunch 50c Dinner \$1.00
Most Famous Hotels in the United States
New steel and concrete structure.
350 rooms, 250 connecting
bathrooms. Homelike comfort
rather than unnecessarily
expensive luxury. In center of
theatre, cafe and retail districts.
On car lines transferring all
over city. Take municipal car
line direct to door. Motor Bus
meets trains and steamers.
Hotel Stewart is recognized as Ha-
waiian Island Headquarters. Cable
address "Stewart" A. S. O. Code.
J. H. Love, Honolulu Representative

PLEASANTON HOTEL
LUXURIOUS AND
COMFORTABLE
STRICTLY FIRST CLASS
100 ROOMS 50 BATHS

Wahiawa Hotel
Nearly 1000 feet elevation; near de-
pot; grand scenery; fine bass fishing.
For particulars address E. L. KRUSSE,
Wahiawa. Phone 0393.

SEASIDE HOTEL
CHARMINGLY SITUATED AT
WAIKIKI
Delightful Rooms; Perfect
Cuisine.

HEINIE'S TAVERN
Most Popular Beach Resort in
the City.
Rates that are Right—
American and European Plan.
"On the Beach at Waikiki"

SHOE Best
grade
of work
done on
Men's
Women's
and Chil-
dren's
Shoes.
Manufacturers' **SHOE**
STORE

Laundry—
Messenger Boy
Phone 3461

Modish
Millinery
odels.
MISS POWER
Boston Building

Silva's Togger
Limited
"THE STORE FOR GOOD
CLOTHES"
Elks' Building. King Street.

FOR
PURE ICE
Phone 1128
OAHU ICE CO.

The Best Polish for
Automobiles is
Johnson's Prepared Wax
Sold by Lewers & Cooke, Ltd.

NOTHING COUNTS LIKE
SERVICE—WE GIVE IT.
KERSHNER VULCANIZING
CO., LTD.
1177 Alakea St. Phone 2404.
Flek and Miller Tires.

McInerney Park
Elegant Lots
CHAS. DESKY, Agent
Merchant, near Fort

MILLINERY
HONOLULU HAT CO.
Hotel St., near Bethel

Canton Dry Goods
Company
Hotel St., near Bethel St.

Perfection in Style, Fit and
Fabric—
Rochester-Adler Clothes
—at—
THE IDEAL

BY AUTHORITY.

BILL NO. 133.

ORDINANCE NO. —

AN ORDINANCE ESTABLISHING
THE OFFICE OF SUPERINTENDENT
OF PARKS, PLAYGROUNDS
AND SCHOOL GROUNDS, PROVID-
ING FOR THE APPOINTMENT OF
SUCH OFFICER AND DEFINING
HIS POWERS AND DUTIES.
BE IT ORDAINED BY THE PEOPLE
OF THE CITY AND COUNTY OF
HONOLULU:

SECTION 1. The office of Superin-
tendent of Parks, Playgrounds and
Schoolgrounds is hereby established
in the City and County of Honolulu.
Such officer shall be appointed by
the Mayor with the approval of the
Board of Supervisors, and subject to
removal for cause by the same author-
ity, shall hold office for a term coin-
cident with the term of office of said
Board and until his successor is ap-
pointed.

SECTION 2. The Superintendent of
Parks, Playgrounds and Schoolgrounds
shall receive such salary as shall be
fixed by the Board of Supervisors, and
shall give a bond to the City and
County of Honolulu in such sum as the
Board of Supervisors may determine
for the faithful performance of the
duties of the office.

SECTION 3. The Superintendent of
Parks, Playgrounds and Schoolgrounds
shall have supervision over all public
parks, other than Kapiolani park and
the Public Bath, over all playgrounds
and all schoolgrounds in the City and
County of Honolulu, and he shall and
is hereby authorized to appoint and
remove any or all employees engaged
in the maintenance, upkeep and care
of all public parks, saving and except-
ing only Kapiolani Park and the Pub-
lic Bath, and of all playgrounds and
of all schoolgrounds in the city and
County of Honolulu.

SECTION 4. The Superintendent of
Parks, Playgrounds and Schoolgrounds
shall make a full report to the Com-
mittee on Parks, Playgrounds and
Schools of the Board of Supervisors
not later than the 15th day of every
month of the work done under his
supervision during the preceding
month.

SECTION 5. This ordinance shall
take effect from and after the date of
its approval.

Introduced by
BEN HOLLINGER,
Supervisor.
Date of introduction, Dec. 23, 1915.

I hereby certify that the foregoing
Bill passed Second Reading and was
ordered to print at the meeting of
the Board of Supervisors held Thurs-
day, January 6, 1916, on the following
vote of said board:

Ayes: Ahia, Arnold, Hollinger, Hor-
ner, Larsen, Logan, Shingle. Total 7.
Noes: None.

E. BUFFANDEAU,
Deputy City and County Clerk.
6366-Jan. 8, 10, 11.

RESOLUTION NO. 368.

Be it resolved by the Board of Su-
perintendents of the City and County of
Honolulu, Territory of Hawaii, that
the sum of Fifteen Hundred Dollars
(\$1500.00) be and the same is hereby
appropriated out of all moneys in the
Permanent Improvement Fund of the
Treasury for an account known as
Construction Waimea-Waialeale Coral
Road.

Introduced by
CHAS. N. ARNOLD,
Supervisor.
Honolulu, December 17, 1915.

I hereby certify that this resolution
passed Second Reading and was or-
dered to print at the meeting held on
Wednesday, December 29, 1915, on
the following vote of the Board of Su-
perintendents, to-wit:

Ayes: Ahia, Hollinger, Horner,
Larsen, Logan, Shingle. Total 6.
Noes: None.

Absent and not voting: Arnold.
Total 1.

E. BUFFANDEAU,
Deputy City and County Clerk.
6366-Jan. 8, 10, 11.

SEALED TENDERS.

Sealed Tenders will be received by
the Superintendent of Public Works
up until 11 o'clock noon of Wednes-
day, March 8, 1916, for the furnishing
of Metal Furniture for the Judiciary
Building, in Honolulu, Oahu.

The Superintendent of Public
Works reserves the right to reject
any and all tenders.

Plans, specifications and blank
forms of proposal are on file in the
office of the Superintendent of Public
Works, Capitol Building, Honolulu.
A. C. WHEELER,
Acting Superintendent of Public
Works.
Honolulu, January 4, 1916.
6362-10t

LEGAL NOTICES.

IN THE CIRCUIT COURT OF THE
First Circuit, Territory of Hawaii.
At Chambers—In Probate.
In the matter of the estate of Au-
gustus E. Murphy, deceased.

NOTICE TO CREDITORS.
The undersigned, having been duly
appointed administrator of the estate
of Augustus E. Murphy, deceased,
hereby gives notice to all creditors
of said deceased to present their
claims duly authenticated and with
proper vouchers, if any exist, even if
the claim is secured by mortgage upon
real estate, to him at his office, 200
Bank of Hawaii building, Honolulu,
Territory of Hawaii, within six
months from the date of the first pub-
lication of this notice, or within six
months from the day they fall due, or
the same will be forever barred, and
all persons indebted to the said estate
are hereby notified to make imme-
diate payment to the undersigned as
such executor.

Honolulu, T. H., December 27, 1915.
GEORGE A. DAVIS,
Administrator of the estate of Augustus
E. Murphy, deceased.
William T. Rawlins, attorney for
administrator.
6355-Dec. 27, Jan. 3, 10, 17, 24.

Home Course in Advertising
To be Conducted in this Paper by Alex F. Osborn, Instructor in Advertising, Public YMCA High School
IN 90 CHAPTERS A CHAPTER A DAY





FOR THE MERCHANT MAN FOR THE MANUFACTURER FOR THE AMBITIOUS YOUTH

CHAPTER XLVIII.

VALUE OF ANALYSIS OF CONDITIONS.

Analysis of prospect to determine how and where to ad-
vertise goes further than any inquiry into the ability to buy.
Such investigation must take in more than the prospects them-
selves—it must search the conditions which surround those
prospects.

Those analyses must cover the conditions which pervade
the market. They must scrutinize temporary conditions, such
as war; permanent conditions, such as habits of trade; and,
above all, conditions of competition. These factors will largely
determine what advertising tack to take.

In advertising a baking powder, the manufacturers never
used to say that it contained no alum. But now, when all the
pure food experts are decrying the use of alum in foods, the
baking powder people find it advantageous to make their prod-
uct appear totally different by saying it contains no alum.
This is the result of an analysis of prospect, based on a knowl-
edge of conditions which surround the market. These adver-
tisers know that the prospect has got the idea in her mind.
They recognize that condition and therefore talk to the house-
wife on the basis of her fear of alum.

There are also problems of condition—analysis which have
to do with competition. For instance, a cream separator con-
cern found that they could not sell at all in Wisconsin and
Michigan, whereas they sold very successfully in New England.
They analyzed and discovered the conditions which explained
this fact. By talking to their possible prospects they found
that a good many in those two Northwestern states had been
badly deceived on another cream separator, and that, as a re-
sult, when these people advertised in the northwestern farm
journals, the farmers would not believe their claims.

These manufacturers, located in the East, would never
have guessed that they faced a different kind of a problem in
Wisconsin and Michigan unless they had analyzed their pros-
pects. After analyzing their prospects, they changed their
tactics entirely and instead of making the feature of their ad-
vertising the point that their separator was cheaper than any
other, they turned about and made the keystone of all their
copy the fact that they would refund to the purchaser his
money if the separator were not satisfactory. In that way they
talked to the farmer in terms of that peculiar state of his mind.
They met his objection before he got it out of his mouth. His
fear, based on the fact that he and his friends had been stung
on other cream separators, was knocked to smithereens by the
money-back guarantee.

There are many instances which suggest the worthwhile-
ness of this kind of an analysis as to conditions. A big music
concern was selling in the city and was very successful in ad-
vertising its pianos on price argument. They tried to expand
to the neighboring towns and into the rural districts. But they
found that there was not the same sort of a pull to their copy
there as it seemed to have in the city.

So a representative was sent around to call on some of the
farmers. He found that they didn't care so much about price.
None of them wanted the piano because it was cheaper. He
did find, however, that there was one big problem which the
rural father and mother had to face—and that was how to keep
the children from a desire to go to the city. The man went
back and had his man write an ad around the idea: "This
piano will keep the children at home." As a result, the adver-
tising began to pull. The rural piano business became a suc-
cess. They had analyzed the condition which determined their
prospects' point of appeal.

Quite often you have to try this and try that and try the
other angle until you find out. In the meantime, you must ex-
pend a lot of money and effort to find your "Open Sesame!"
If you can analyze the prospect in all the phases beforehand,
and get the formula for success, you will save a lot of money.

In almost everything that is really advertisable there is a
certain formula for success—a certain line of appeal or certain
avenue of getting the story to the market—which will win.
Only analysis or experience can tell you what that secret is.
And analysis is often cheaper than experience.

LEGAL NOTICE

IN THE CIRCUIT COURT OF THE
First Circuit, Territory of Hawaii.
At Chambers—In Probate.
In the matter of the estate of Wil-
liam Kaula Namau, deceased.

A document purporting to be the
last will and testament of William
Kaula Namau, deceased, having on
the 20th day of December, A. D. 1915,
been presented to said Probate Court,
and a petition for probate thereof,
praying for the issuance of Letters
Testamentary to Isabelle Manoualani
Namau having been filed by said
Isabelle Manoualani Namau.

It is ordered, that Monday, the 31st
day of January, A. D. 1916, at 9
o'clock a. m., of said day, at the court
room of said court in the Judiciary
building in the City and County of
Honolulu, be and the same is hereby
appointed the time and place for pro-
ving said will and hearing said appli-
cation.

By the court.
J. A. DOMINIS,
Clerk, Circuit Court, First Circuit.
Dated, Honolulu, December 20, 1915.
Lindsay & Lymer, attorneys for pe-
titioner.
6350-Dec. 20, 27, Jan. 3, 10.

LEGAL NOTICE

Mediators failed to settle the strike
of street car men at Wilkes-Barre,
Pa. The strike has been going on for
three months.

Star
Bulletin
* * *
* * *

GET RESULTS because
they reach not one class
but **THE ENTIRE**
READING PUBLIC

OCEANIC STEAMSHIP CO.

5½ DAYS TO SAN FRANCISCO.

FOR SAN FRANCISCO:

Sierra Jan. 18
Ventura Feb. 8
Sierra Feb. 29
Sierra March 21

FOR SYDNEY:

Sonoma Jan. 24
Sierra Feb. 14
Ventura March 6
Sierra Mar. 27

C. BREWER & CO., LTD. :: :: :: General Agents

Matson Navigation Company

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:

S. S. Lurline Jan. 11
S. S. Wilhelmina Jan. 18
S. S. Manoa Jan. 25
S. S. Matsonia Feb. 1

FOR SAN FRANCISCO:

S. S. Matsonia Jan. 12
S. S. Lurline Jan. 18
S. S. Wilhelmina Jan. 26
S. S. Manoa Feb. 1

S. S. Hyades, Seattle for Honolulu direct, January 25, 1916.

CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on
or about the dates mentioned below:

FOR THE ORIENT:

S. S. Tenyo Maru Jan. 14
Nippon Maru Jan. 29
Shinyo Maru Feb. 11
Persia Maru Feb. 29

FOR SAN FRANCISCO:

S. S. Shinyo Maru Jan. 18
Chiyo Maru Feb. 16
Tenyo Maru Mar. 7
S. S. Nippon Maru Mar. 22

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE

A Steamer will be despatched from NEW YORK FOR HONOLULU
and Pacific Coast Ports every TEN DAYS via Straits of Magellan.
From SEATTLE AND TACOMA, S. S. ALASKAN, to sail on or
about February 11.

For particulars as to rates, etc., apply to
C. P. MORSE, General Freight Agent.
H. HACKFELD & CO., LTD. Agents.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE

Subject to change without notice.

For Victoria and Vancouver: For Suva, Auckland and Sydney
Makura Feb. 4
Niagara Mar. 3
Makura Jan. 26
Makura Feb. 28

THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

MOVEMENTS OF
MAIL STEAMERS

VESSELS TO ARRIVE

Tuesday, Jan. 11.
San Francisco—Lurline, Matson str.
Hilo—Mauna Kea, I. I. str.
Wednesday, Jan. 12.
San Francisco, Los Angeles, Hilo—
Great Northern, Hill str.
San Francisco—China, C-M. str.
Kauai—W. G. Hall, I. I. str.
Thursday, Jan. 13.
Maui—Claudine, I. I. str.

VESSELS TO DEPART

Tuesday, Jan. 11.
Hawaii and Maui—Mauna Loa, I. I.
str.
Maui, Molokai, Lanai—Mikahala
I. I. str.
Kauai—Kinau, I. I. str.
Wednesday, Jan. 12.
Nagasaki, Manila, Hongkong—China,
C-M. str.
San Francisco—Matsonia, Matson
str.
Hilo—Mauna Kea, I. I. str.
Thursday, Jan. 13.
Kauai—W. G. Hall, I. I. str.

MAILS

Mails are due from the following
points as follows:
San Francisco—Lurline, Jan. 11.
Japan and Philippines—Shinyo Maru,
Jan. 17.
Australia—Sierra, Jan. 18.
Vancouver—Niagara, Jan. 26.
Mail will depart for the following
points as follows:
San Francisco—Matsonia, Jan. 12.
China, Philippines and Japan—China,
Jan. 12.
Australia—Sierra, Jan. 24.
Vancouver—Makura, Feb. 4.

TRANSPORT SERVICE

Logan, at coast.
Thomas, left Jan. 5 for San Francisco.
Sherman, at Manila.
Sheridan, due here January 13 from
San Francisco, for Manila.
Dix, at Manila.
Warren, in the Philippines.
Buford, at Cristobal.

PASSENGERS EXPECTED

Per Matson str. Lurline, due here
from San Francisco Tuesday morn-
ing, January 11: W. D. Stone and
wife, Mrs. J. E. Raymond, P. H. Tim-
berlake, P. H. Davis and wife, O. K.
Olson, J. S. Potter, Austin M. Bur-
ton, Capt. Elvezio Mini, Miss B. E.
Rombauer, Mrs. R. E. Rombauer, Miss
Lillian B. Hammett, Miss Marie
A. C. Garton and child, Dr. A. C. Gar-
ton, Mrs. Will L. Doud, H. T. Little-
field and wife, J. H. Fisher and wife,
Mrs. V. C. Schoenberg.
Passengers for Honolulu on the
transport Sheridan due here January
13 from San Francisco will be the fol-
lowing:
Maj. F. E. Lacy, Quartermaster's
Corps; Capt. W. C. Dore, 25th Infan-
try; Capt. W. C. Baker, C. A. C.; 1st

DO IT ELECTRICALLY

Hawaiian Electric Co.

FREIGHT
and
TICKETS
Also reservations
any point on the
mainland.
See WELLS-FAR-
GO & CO., 72 &
King St. Tel. 1515

OAHU RAILWAY TIME TABLE

OUTWARD

For Waianae, Waialua, Kahuku and
way stations—9:15 a. m., 9:30 p. m.
For Pearl City, Ewa Mill and way
stations—17:30 a. m., 9:11 p. m.
11:30 a. m., 9:15 p. m., 9:30 p. m.,
9:15 p. m., 9:30 p. m., 11:15 p. m.
For Waialua and Lihalehua—10:30
a. m., 9:40 p. m., 9:00 p. m., 11:00
p. m.

INWARD

Arrive Honolulu from Kahuku, Wa-
ialua and Waianae—9:35 a. m., 9:21
p. m.
Arrive Honolulu from Ewa Mill and
Pearl City—17:45 a. m., 9:35 a. m.,
11:02 a. m., 9:40 p. m., 9:35 p. m.,
9:31 p. m., 7:30 p. m.
Arrive Honolulu from Waialua and
Lihalehua—9:15 a. m., 9:35 p. m.,
9:01 p. m., 7:10 p. m.

The Haleiwa Limited, a two-hour
train (only first-class tickets honored)
leaves Honolulu every Sunday at 8:35
a. m., for Haleiwa hotel; returning
arrives in Honolulu at 10:10 p. m.
The Limited stops only at Pearl City and
Waianae.

*Daily, except Sunday, Monday only.
G. P. DENISON, Superintendent
F. C. SMITH, G. P. A.

Lieuts. George H. Paine, Field Artil-
lery; John D. Bennett, Infantry; F.
L. Martin, C. A. C.; S. H. Tilghman,
C. A. C.; L. J. Ebern, Field Artillery;
G. R. Meyers, C. A. C.; 2nd Lieut. H.
J. Knerr, C. A. C.; Cris M. Burlin-
game, C. A. C.; Roy L. Jones, Infan-
try; Raymond Morris, Infantry.

EIGHT MEN DIE
DUPONT EXPLOSION

[Associated Press by Federal Wireless]
PHILADELPHIA, Pa., Jan. 10.—De-
tails of the explosion at the Dupont
powder plant near Carney's Point, 25
miles outside of this city, tell of
the killing of eight men, workers in
the drying room.

Two Belgian towns were fined 10,000
marks each because they failed to
deliver carrier pigeons required by the
German government.

Application to organize the Progress
National Bank of New York, capital
\$250,000, was made to the controller
of the currency.